The General Attitudes towards Artificial Intelligence Scale (GAAIS): Confirmatory Validation and Associations with Personality, Corporate Distrust, and General Trust

Abstract

Abstract Acceptance of Artificial Intelligence (AI) may be predicted by individual psychological correlates, examined here. Study 1 reports confirmatory validation of the General Attitudes towards Artificial Intelligence Scale (GAAIS) following initial validation elsewhere. Confirmatory Factor Analysis confirmed the two-factor structure (Positive, Negative) and showed good convergent and divergent validity with a related scale. Study 2 tested whether psychological factors (Big Five personality traits, corporate distrust, and general trust) predicted attitudes towards AI. Introverts had more positive attitudes towards AI overall, likely because of algorithm appreciation. Conscientiousness and agreeableness were associated with forgiving attitudes towards negative aspects of AI. Higher corporate distrust led to negative attitudes towards AI overall, while higher general trust led to positive views of the benefits of AI. The dissociation between general trust and corporate distrust may reflect the public's attributions of the benefits and drawbacks of AI. Results are discussed in relation to theory and prior findings.